

## Forensic Digital Watermarking With Variable Orientation and Protocols

### *Abstract of the Disclosure*

The invention provides a method of forensic digital watermarking that randomly  
5 selects an orientation and/or embedding protocol for a forensic digital watermark signal  
to be embedded in the content signal. It then embeds the forensic digital watermark  
signal at the selected orientation in the content signal. The embedding applies a different  
orientation to the digital forensic watermark for each instance of embedding a forensic  
watermark. This thwarts averaging and over-embedding attacks and enables generational  
10 forensic tracking.

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